

**The University of North Carolina at Chapel Hill**  
**Faculty Athletics Committee**  
**Minutes of Meeting: September 4, 2012**

**Present:**       **Committee Members:** Lissa Broome, Glynis Cowell, Beverly Foster, Layna Mosley, Eugene Orringer, Barbara Osborne, Eileen Parsons, Andrew Perrin, Joy Renner, John Stephens, Holden Thorp

**Athletic Department Personnel:** Bubba Cunningham, Vince Ille

**Other Advisor:** Harold Woodard

**Guests:** Jan Boxill, Paul Frigga, Robbie Mann (News 14), Caroline Neeland (DTH), Steve Reznick, Deb Stroman, Anne Whisnant

I. Introduction to the 2012-13 Committee

Professor Joy Renner, the committee's chair, welcomed and introduced the committee, its guests, and other observers. She made brief remarks about her aspirations for the committee for the year, including to provide a forum: to raise issues for the committee's consideration, for questions to be asked and answered so we can move on to other issues, to improve communications about athletic and academic matters, and to be the bond so that academics and athletics move together (rather than the bridge between two separate cultures that do not move in tandem).

II. Information from the Chancellor

Chancellor Thorp mentioned several important developments since the committee's last meeting in May, many of which are detailed on the website <http://academicreview.unc.edu>. These include:

- The release of the Review of Courses in the Department of African and Afro-American Studies about irregular and aberrant courses in that department between Summer 2007 and Summer 2011;
- The report prepared by the subcommittee of the Faculty Executive Committee;
- The agreement of Hunter Rawlings, President of the American Association of Universities, to help examine the role of athletics in the life of the University to begin after the other reviews are completed;
- An independent review by Governor James G. Martin with the assistance of Baker Tilly Virchow Krause, LLC, a national management consulting firm, to determine if academic irregularities may have occurred prior to 2007;
- The appointment of Harold Woodard as Interim Director of the Academic Support Program for Student-Athletes (ASPSA); and
- The appointment of a search committee, chaired by Dean Steve Matson of the Graduate School, for the new permanent director of ASPSA.

Chancellor Thorp also commented on the remembrance of Kirk Urso at the first home soccer game. Kirk was a 2012 UNC graduate of UNC and a captain of the 2011 National Championship Men's Soccer Team, who died suddenly in August.

### III. Revisions from the Athletics Director

Athletic Director Bubba Cunningham detailed some of the activities he had been involved in since beginning as Athletic Director in November 2011:

- Hired Larry Fedora as the new football coach;
- Spent six month's assessing the department;
- Beginning a facilities master plan in conjunction with campus personnel;
- Undertaking a strategic planning process (to be described more fully by Professor Paul Friga later in the meeting);
- Reorganizing the Athletic Department Staff by
  - Providing additional resources to coaches and student-athletes by moving from two sport administrators to twenty for the twenty-eight sport teams;
  - Increasing professional development opportunities for senior staff by asking each senior staff member to take a different role than they had in the past to help provide a new and fresh perspective;
  - Specific staff changes included moving Susan Maloy from Compliance to the ASPSA where she will be the tutor coordinator, hiring Paul Pogge to assume some of Susan's duties in compliance, and hiring Vince Ille as Senior Associate Athletics Director to oversee compliance and serve as the liaison with the College of Arts and Sciences and the Faculty Athletics Committee;
- Hired a new track and field coach, Harlis Meaders, a UNC graduate, and several new members of the coaching staff to replace Dennis Craddock, who retired after a long career at UNC, and some of the prior coaching staff.

Mr. Cunningham also commented on a recent article in the Daily Tar Heel that showed a decrease in the department's budget allocated to ASPSA. He said that the figure was misleading in that it did not include funds allocated by the department from another fund that helped support ASPSA and that he would provide additional information related to this budget item at a later time.

### IV. Athletics Department Strategic Planning Process – Paul Friga

Mr. Cunningham introduced Professor Paul Friga from the Kenan-Flagler Business School, who helped guide the department's strategic planning process, to discuss the plan with the committee. The plan will be rolled out publicly in October. The planning process began in April. Once finalized, the plan is intended to guide decision-making within the department for the next four years so that decisions will be made consistent with the strategic direction of the organization. A Task Force of senior department administrators led the planning process. An Advisory Committee, including faculty representatives, met three times to provide feedback to the Task Force. The first phase of the process included an assessment of the department through an analysis of strengths, weaknesses, opportunities, and threats (SWOT). Strategy statements (mission, values, vision, and priorities) were developed during the second phase. The final phase

is the implementation of the plan by taking the priorities identified and developing objectives, initiatives, and actions. The strategy statements are:

Mission: We educate and inspire through athletics.

Values:

Responsibility. Do what is right.

Innovation. Find a better way.

Service. Put others first.

Excellence. Work hard, play smart, win together.

Vision: We will lead in all that we do – academics, athletics, and administration.

Priorities:

Alignment. Align our operations to fulfill the mission of the University.

Academic Achievement. Achieve a top 3 academic finish in the conference and a top 10 finish nationally in each sport.

Athletic Performance. Perform to a top 3 athletic ranking in the conference and a top 10 ranking nationally in each sport.

Administrative Engagement. Engage internal and external constituents to relentlessly pursue the resources and administrative structures necessary for success.

The strategic plan will be launched in mid-October, but will be continually refined. Questions and comments are welcomed and should be sent to Joy Renner by September 11, and she will forward them to Bubba Cunningham and Paul Friga. FAC will also receive additional information about the data used to measure academic achievement and athletic performance.

## V. Report from the Faculty Athletics Representative

Professor Lissa Broome discussed her role as the Faculty Athletics Representative (FAR). The NCAA requires that each member institution designate a member of the faculty to serve as the FAR and provides that the FAR's duties are determined by each institution. In the Atlantic Coast Conference (ACC), each institution's voting delegate is the FAR, who is to be appointed by the institution's President or Chancellor. The UNC-CH Faculty Code provides that the FAR is appointed by the Chancellor for an indefinite period, following a process established with the advice and consent of the Chancellor's Advisory Committee. The FAR is to make an annual report to the Faculty Council, special reports as requested, and is an ex officio member of the Faculty Athletics Committee. The FAR's position description at UNC-CH details a number of specific duties and provides that the FAR serves as an advisor to the Chancellor and Athletic Director. Chancellor Thorp appointed Professor Broome as FAR on July 1, 2010, as the prior FAR, Professor Jack Evans, approached retirement from the University.

Professor Broome discussed some of her activities since the committee's May meeting, including:

- Division I FAR Institute held at the NCAA headquarters in Indianapolis;
- Title IX Committee;
- Drug Policy Review Committee;
- Athletic Department Strategic Planning Advisory Committee;
- ASPSA Faculty Advisory Committee;

- Discussions with the FEC Subcommittee and the BOG subcommittee reviewing UNC-CH.

Professor Broome said she would report in more detail at a later meeting about various NCAA academic metrics tracking the performance of our athletic teams, but she did want to acknowledge that six teams had recently been recognized for achieving Academic Performance Rates (APRs) in the top 10% of Division I teams in the country: Men's Swimming and Diving, Women's Cross-Country, Women's Fencing, Women's Golf, Gymnastics, and Volleyball. Five of the six teams had a perfect APR of 1000. This number measures retention and eligibility. In addition, the ACC recently released its Academic Honor Roll for 2011-12 and UNC had 290 students on the honor roll, our highest number since 294 students earned this distinction for the 2004-05 academic year. UNC was fourth in the conference in the number of students named to the honor roll, following Duke (452), Boston College (370), and Virginia (290). Students must be members of a varsity sports team and earn a gpa of 3.0 or above for the academic year to be named to the honor roll. Three of UNC's honor roll members were also ACC players of the year in their respective sports: Tyler Zeller (men's basketball), Stephanie Peacock (women's swimming), and Lori Spignola (softball).

## VI. Immediate Needs

Professors Glynis Cowell and Barbara Osborne will arrange a meeting with Athletic Department personnel by September 20 to discuss the logistics of the exit surveys and exit interviews for fall student-athletes. They will also consider whether to expand these surveys beyond just seniors, and discuss the methodology for administering the surveys and conducting the interviews. The survey and exit interview questions will be posted on the Sakai site for members to review prior the next FAC meeting. FAC members should try to provide input to Professors Cowell and Osborne by September 14 on any changes they propose to the survey or the exit interview protocol. Topics that might be considered include gambling, agents, and homophobia. Professor John Stephens will also work with Glynis Cowell to learn how the interview data is compiled.

Professor Renner asked for feedback on the informational video that the Department of Athletics prepared at her request. The committee appreciated the video and thought that it was a helpful learning tool. The committee discussed ways to tailor the video to a broader faculty audience by taking out information specific to the committee, including information about the University's class attendance policy and travel letters from student-athletes, clarifying the role of academic support personnel, and explaining the importance of responding to ASPSA's request for reports about student-athlete progress in courses. If committee members have additional comments they should provide them to the chair by September 11.

## VII. Plan for the Remainder of the Year

Professor Renner discussed the committee's assignments to sports teams and asked that, at a minimum, committee members try to contact their coach, staff, and team captain to provide the FAC member's contact information. She also asked that team liaisons try to become familiar with the culture and commitments of their teams. In particular, FAC members should ask how FAC can be helpful, establish a line of communication for the team outside of athletics, and

become familiar with the team by attending one or more practices and competitions. The committee will continue to refine the role of the FAC team liaisons.

Professor Renner encouraged FAC members to begin to learn about their content areas, detailed resources for each area (listed below), and reminded the committee that Lissa Broome could also provide expertise or direct FAC members to others with the necessary expertise. She encouraged FAC members to read the information already posted on the Sakai site for their topics and to post other relevant information, to discuss their content area with the committee partner, and to begin to develop a plan for learning about the topic and organizing the relevant information about the topic, including meeting with those listed below.

Admissions: The Subcommittee on Athletics Admissions (chaired by Layna Mosely), Steve Farmer

Advising: Faculty Advisory Committee to ASPSA (chaired by Abigail Panter), Dean Lee May, Harold Woodard

Academics: Educational Policy Committee (especially with respect to priority registration), FAR, Task Forces on Education Majors and Medical Professions

Student-athlete experience: Student-Athlete Advisory Council (SAAC), Mario Ciocca (sports medicine)

Policies and procedures: University Counsel, Deans and Directors

Administration and operations: Chancellor, Athletics Director and Department staff

Professor Renner encouraged committee members to send her any items for the committee's consideration that were on their minds or suggested to them by their colleagues. She also asked the committee to send their thoughts about how to prioritize the items for discussion.

The student-athlete experience and a discussion of exit surveys and exit interviews will be the main item for discussion at the October meeting.

The meeting adjourned at 6:00 p.m.

The next meeting is October 9.

Minutes respectfully submitted by Lissa Broome